

# PATENT ABSTRACTS OF JAPAN

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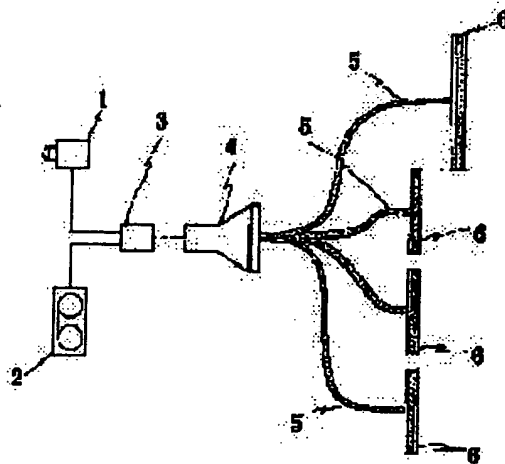
## (54) ADVERTISING METHOD AND DEVICE HAVING HIGH CAPABILITY OF ATTRACTING CONSTOMERS

(57)Abstract:

**PROBLEM TO BE SOLVED:** To incite a purchase desire and enhance the capability of attracting constomers by displaying on a large screen with images and sounds with high visibility and presence, on each floor and an external wall of a large-scale retail store with an extensive space and many storeys.

**SOLUTION:** In this method, photographed or recorded information, such as plan merchandise, services, and exhibitions in a store, is input into a projector 4 and converted into images in rear time or by time sharing. The image is projected onto a focal cross-section of an optical fiber 5 provided on a large-screen optical fiber display board 6 provided on each floor and an external wall of the store. A purchase desire is incited while customer-gathering capability is enhanced by providing the information with high visibility and presence for consumers. In this device, a video camera 1 and a recorded information file 2 are connected to the projector 4 through a control device 3, and the image is projected onto the focal cross-section of the optical fiber 5 by the projector 4, while each optical fiber 5 is disposed in such a way as to display an image corresponding to the projected one on the large-screen

(71)Applicant : □ □ ation of app



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## DETAILED DESCRIPTION

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[Detailed Description of the Invention]

[0001]

[Field of the Invention] this invention relates to the advertisement [ when it is real time at or the consumer in a store and outside a store has the exhibition status, a show, an event, etc. the feeling of \*\*\*\*\* by the big screen by time sharing at first in the goods and the service which were planned in commercial facilities, such as a large-scale retail store, ] technique which displays and plans \*\*\*\* positively, and advertisement equipment.

[0002]

[Description of the Prior Art] In order for goods, a service, etc. to be purchased by the consumer, it will be the requisite that the goods and the value of a service accept and that the consumer learns the purchase technique of the goods or a service. \*\*\*\* in which goods and a service have these goods and the value of a service -- the degree of desire satisfactory and price accompanied by the so-called convenience and so-called purchase are determined, and the degree of desire satisfactory especially to goods is greatly influenced by the commercial-scene backgrounds at the purchase time, such as fashion and a trend And when advertising advertisement is used chiefly and it is aimed at a wide range consumer as a means to make the purchase technique of goods or a service learn, a special paper magazine and direct mail are used for the consumer of further specialization [ the mass media, such as television, radio, and a newspaper, ], and the throwaway etc. is used for the consumer in a limited area.

[0003] On the other hand, at present, in addition to the enhancement in a living standard, in connection with a sharp decrement of the housekeeping labor by increase of leisure, or the spread of household-electric-appliances equipments etc., activities home outside, such as housewifely working, housewifely culture acquisition, etc., increase-ize remarkably, and further, purchase at large-scale retail stores, such as a department store, a supermarket, etc. with abundant products offered of the city section, is increasing until a common consumer goods results in durable goods from the first conjointly also with an automotive society. In the large-scale retail store which sells another side goods, a service, etc., since very a variety of goods and the products offered of a service are needed \*\*\*\* [ in / in the city section with a high land price, making efficient sale ], it becomes the store structure of a \*\*\*\* hierarchy in vast space inevitably. And in a store, in order [ being possible ] to restrict and to stimulate purchase desire, various kinds of plan goods, a show, an event, etc. are carried out.

[0004] By the way, although the advertising advertisement by the mass media is made from \*\*\*\* in a large-scale retail store's raising \*\*\*\*\* by plan goods, a show, an event, etc. \*\*\*\*\* is not expectable even if it uses the mass media under the excessive status. the advertising advertisement technique various like today -- being intermingled -- \*\*\*\*\* -- Only by going to the exhibition exhibition hall place and the event hall of goods or a service by which advertising advertisement was carried out direct, \*\* and the consumer who came to the store by \*\*\*\* advertising advertisement a display only according to a guide plate about goods, a service, etc. by which cover vast space and a \*\*\*\* hierarchy and exhibition exhibition was carried out into the store -- or, since it is a guidance grade by the announcement over a store's public address system at most The consumer who is the most difficult and came to the store with much trouble is also left alone, and looking for these goods and a service has come to stimulate sufficient purchase desire. In addition, since large-scale retail stores, such as a department store and a supermarket, are located in the area where a commercial degree of integration is comparatively high, although the most potential consumer is coming and going extremely out of these stores, a positive collection visitor means is not provided to these potential consumer at all, either.

[0005] A cathode ray tube display is put side by side with the goods and the service by which exhibition exhibition was carried out recently [ this ]. Although to broadcast goods, an explanation, its consumption culture of a service, etc., or to arrange a cathode ray tube display in every place in a store, and to broadcast positively inside-of-a-shop guidance, plan goods, a show, an event, etc. is also tried Neither the display area nor check-by-looking operation sufficient since 2 is a limit at most 1m for the consumer who comes to the store in the store of vast space, and does distributed traffic works, but a cathode ray tube display has come to stimulate purchase desire. Although the display unit for outdoor advertisings which made many things which made much discharge tubes arrange at first the so-called aurora vision for which much Braun tubes were made to arrange as a display unit of a opposite side big screen, and huge TRON, or light emitting diode lamps arrange is put in practical use A brightness light emitting device is used. these display units can also check a picture image by looking in the daytime -- as -- the brightness -- the level of the abbreviation 5000 or 8000 cds/m2 -- high -- Make it install in the 10m [ no less than ] away building roof etc., and the luminescent color of about [ that the object also with each / a very coarse light-emitting-device density or / \*\*\*\*\* / big / is used ] or a light emitting device also has a limit. the number [ \*\*\*\* / in \*\*'s also making the consumer of the masses which come and go check a street by looking ] of abbreviation -- \*\* and the whole display unit become the thing of a multiplex amount to a large capacity. Therefore, although using such a big screen display means for an every place in store and store outer wall, and

aiming at a stimulus of \*\*\*\*\* and purchase desire has also been examined In order that a consumer may check this big screen display by looking at the latest in use in the inside of a store, or a store outer wall, Since the check-by-looking failure by high brightness occurs or the granularity of a light-emitting-device density, the lowness of the resolution accompanied by a limit of the luminescent color, a \*\*\*\*\* color tone, etc. are lacked further, faithful projecting of goods or a service cannot be performed, but the result with which it cannot present raising purchase desire is brought.

[0006]

[Problem(s) to be Solved by the Invention] this invention is made in view of such a problem, and this invention to each store proper location and the store skin in vast space and the large-scale retail store covering many hierarchies An information or store guidance informations, such as plan goods, a service or a show, and an event, on real time by or time sharing \*\*\*\*\* -- it is in offering the possible advertisement technique and advertisement equipment of it being as faithful as visibility, and making it display with the picture and voice which are full of presence, and stimulating purchase desire, with raising \*\*\*\*\* remarkably

[0007]

[Means for Achieving the Goal] The technical means which this invention adopted in order to attain an above-mentioned technical problem Photography informations, such as the plan goods in a store, an explanation and the exhibition status of a service and a show, and an event, on real time Beforehand inclusion informations, such as store guidance, and goods, a service, by time sharing Or an input-to projector top, high power -- \*\* -- the picture of high resolution, a faithful color tone, and voice, and nothing slack -- a top It is made to project on the end side convergence cross section of the optical fiber arranged so that the big screen optical-fiber display plate formed in an every place in store and store skin might project the other end side by the high resolution. Make the consumer in a store and outside a store realize the store information which is simultaneously full of presence by high visibility and high high definition, and purchase desire is stimulated. With, the video camera for consisting in the advertisement technique which raises \*\*\*\*\* remarkably, and making real time project the photography information in a store further, It comes to connect with a control unit the inclusion file on which it makes it come beforehand to record the inclusion information in a store on a disk or a tape. making a photography information or an inclusion information choose suitably with a \*\*\*\* control unit, and making this selected information input -- high power -- \*\* -- the picture which is full of the presence by high resolution, and a faithful color tone and faithful voice, and nothing -- The projector which can be projected by two or more images which \*\* also expanded or reduced this picture to the scale factor suitably at the end side convergence cross section on which the most optical fiber converged, or were suitably \*\*\*\*\*ed in the number at this convergence cross section, It consists in the configuration of the advertisement equipment with which the other end side of each optical fiber is arranged by the optical-fiber display plate of a big screen, and becomes so that it may project corresponding to the picture projected on the convergence cross section.

#### DRAWING

[Function] Since this invention consists of such a configuration, it has the operation like \*\*\*\*. Namely, the big screen optical-fiber display plate which every place in a store of the large-scale retail store covering many hierarchies and a store outer wall project with the picture and voice of \*\*\*\*\* and high fidelity by the big screen in vast space is formed. Photography informations, such as goods, a service or a show, and an event, or the inclusion information recorded beforehand \*\* on real time with a control unit Or since it projects by time sharing, The deployment of the big screen optical-fiber display plate formed in the store outer wall also out of business hours from the first can make the inside of business hours. Since the optical fiber in which the picture \*\*\*\*\*ed and voice also have a huge quantity of information capacity is used As a result of being displayed with the picture and voice of a high resolution and high fidelity, it is full of presence, and it is strongly checked by looking to the consumer DRAWINGS□ not only the inside of a store but also the outside of a store associates, and is recognized to detailed informations, s as \*\*\*\*\* , a service or a show, and an event, and purchase desire is stimulated.

[0009] Furthermore, since a photography information and an inclusion information can be suitably chosen with a control unit in this invention, behavior of the consumer who changes every moment -- doubling -- an optimum information -- choosing -- \*\* -- the information -- a projector -- high power -- A top, it is very delicate and \*\*\*\*\* is projected on the end side convergence cross section of the optical fiber of the large large majority also with \*\* small [ an attenuation factor ]. a high resolution -- the picture of \*\*\*\*\* , voice, and nothing slack -- Since it is densely arranged by the big screen optical-fiber display plate and \*\* also becomes it so that it may correspond to the picture on which the other end side of each of this optical fiber that converged was projected, there are also no poisoning of reactors and short risk, such as electromagnetic induction, and it projects it faithfully. In addition, since an optical fiber makes the picture projected the very lightweight top project as it is, a big screen optical-fiber display plate is also very lightweight, and it can form it in \*\*\*\*\*.

[0010]

[Example] In the large-scale retail store covering [ if this invention example is explained in detail with drawing below, drawing 1 is explanatory drawing of this invention advertisement \*\*\*\*\* , and ] the space where this invention is vast, and many hierarchies etc. Informations, such as plan goods, a service or a show, and an event, store guidance, an exhibition goods information, etc. The many hierarchies in a store are made to check by looking the outside of the coming-to-the-store consumer who does distributed traffic, and a store with the picture and voice which are full of presence to the potential consumer of the large majority which come and goes. It is what offers the advertisement technique and advertisement equipment which stimulate the purchase desire and raise \*\*\*\*\* . The plan goods used as especially the eye for \*\*\*\* , a service or a show, an event, etc. are the events of the limited term. Since how participates in \*\*\*\*\* greatly, about such an information, it projects suitably on real time. the purchase to \*\*\*\*\* -- popular -- Furthermore, the store guidance and the exhibition goods information covering vast space and many hierarchies are also made to project by time sharing, and it becomes important to also make the background which is easy to

purchase with a stimulus of purchase desire project.

[0011] The inclusion information file 2 for making the video camera 1 for making the explanation including plan goods, the color of a service, the design, etc., the exhibition status or the holding status of a show or an event, its popular status, etc. into a photography information, goods, a service which are displayed beforehand at store guidance or the whole store, etc. project by time sharing after inclusion at the time of the need is used harder [ this ]. As an inclusion information file 2 in this case, an optical disk, videotape, etc. are usually used.

[0012] And although programmed to project a photography information and an inclusion information suitably according to the advertisement plan for every store which it comes to connect the video camera 1 and the inclusion information file 2 for a photography information with a control unit 3, respectively, and adopts this control unit 3 It is desired for a photography information to also make the program to which this photography information gives priority and which projects on real time build in, when a photography information is inputted, since the status and the background of photography change serially. Since priority is made to give in case of the input of a photography information or this control unit 3 makes functions, such as adjustment of the picture which takes out a required information from the inclusion information file 2 of a huge amount along with an advertisement plan, or it projects, hold, it is utilizable enough by the small-computer \*\*\*\* personal computer grade.

[0013] Since the photography information or inclusion information suitably chosen with the control unit 3 in this way makes it project after changing into the picture and voice of high fidelity by high power \*\*\*\*\*, it is inputted into a projector 4 by it. You may make a direct loudspeaker output from a control unit 3 about voice in such a case. Transducer 4A which changes into a picture the input signal 30 chosen with the control unit 3 as this projector 4 is shown in drawing 2 , It is what is constituted and becomes so that adjustment lens 4C may be minded, it may be expanded or reduced to a necessary scale factor and this picture beam of light 40 may form plane-of-projection 4D. a necessary output -- with, picture photogenesis section 4B which makes the picture beam of light 40 emit light prepares -- having -- \*\*\*\* -- \*\* -- Although based also on the projecting quantity of light of the big screen optical-fiber display plate 6 whole made to project as an output of the picture beam of light 40 of the projector 4 demanded in case of practical use use, 10,000 or the about 15,000-lumen thing is convenient in general.

DRAWINGS□d convergence cross-section 5A on which the end side of the optical fiber 5 as for which is arranged and the other side 5B becomes so that plane-of-projection 4D on which a picture is projected may project with this projector 4 at each big screen optical-fiber display plate 6 corresponding to the projected picture converged is arranged. although the hindrance does not have the glass optical fiber which the optical fiber 5 which can be used in such a case turns into from a glass material, or a plastic optical fiber using the polymethyl-methacrylate resin, either -- a flexibility and cheap \*\* -- the plastic optical fiber which is excellent lightweight is advantageous Furthermore, the distance of the projector 4 by which picture projection is carried out in this invention, and each big screen optical-fiber display plate 6 which transmits and projects this projection picture is also short. \*\* by DRAWINGS□guration which the cross section of the core fraction 50 concerning projecting of a picture is [ configuration ] large, decreases the refractive index of the \*\*\*\* core fraction 50 toward the circumference most highly in a center The lens effect is created by the picture which it projects with the big screen optical-fiber display plate 6, and the \*\*\*\* gray dead index type optical fiber desirably shown in drawing 3 from projecting the picture which is more rich in presence etc. should be adopted.

[0015] It comes to connect the point 4 which drawing 4 is arrangement status explanatory drawing of an optical fiber 5, and was formed in each projecting plate 6A and 60A of the big screen optical-fiber display plate 6 which corresponds with 4/d of the points projecting [ arbitrary ] of this projected picture when the picture accompanied by an input signal 30 is projected on DRAWINGS□iber convergence cross-section 5A with a projector 4 projecting [ optical-fiber ] / D4/D by the optical fiber 5. It is possible for arrangement of an optical fiber 5 to connect the point which forms the projecting plate of the specific big screen optical-fiber display plate 6 so that it may correspond to the picture which in addition to such a means \*\*\*\*s the same picture to optical-fiber convergence cross-section 5A with a projector 4 at a plurality, projects, and was projected for every partition of this projecting [ optical-fiber ]. And from \*\*\*\* in making the picture of a high resolution and high fidelity project with the big screen optical-fiber display plate 6, it should be formed by five or more arrangement densities per two 1cm desirably [ what has the higher arrangement density of the optical fiber 5 which makes a picture transmit and \*\*\*\*\* is better, and ] that it is few.

[0016] The big screen optical-fiber display plate 6 is the thing of the \*\*\*\* cross-section structure shown in drawing 5 , and the projecting area of 1.5m or more is demanded also by 2m or more and lengthwise in longitudinal direction at least \*\*\*\* [ in / this big screen optical-fiber display plate's 6 making the potential consumer who comes and goes, and the so-called consumer who moves check by looking in a store the consumer who does distributed traffic, and the street outside a store ]. And this big screen optical-fiber display plate 6 Projecting plate 6A which consists of substrate glass for a display or a synthetic-resin plate is prepared in the interior. convergence cross-section 5A on which the whole \*\*\*\* projecting plate 6A is covered, and the picture from a projector 4 is projected for the end side -- forming -- \*\* -- so that it may correspond with this projected picture While it is arranged and it becomes so that the other end side 5B can project a picture through projecting plate 6A, it is involved in projecting of this optical fiber 5, and also cover glass 6B for protecting one end 5B is joined, and it comes to form these whole by casing 6C in one.

[0017] The video camera 1 which drawing 6 is an embodiment view of this invention, and can take suitably a photograph of the plan goods in a store, a service and a show, and an event etc., While it comes to connect with a projector 4 through the control unit 3 in a store suitably formed in the location, the inclusion information file 2 by the advertisement plan planned beforehand 1.5 or the about [ 3m ] big screen optical-fiber display plate 6 is desirably installed for longitudinal direction by 2 or 4m lengthwise. each [ in a store ] story 7 -- suitably -- a position -- comparatively -- a big screen -- 3 or the about [ 6m ] big screen optical-fiber display plate 6 is desirably installed for longitudinal direction by 4 or 8m lengthwise. \*\*\*\*\* outer wall 7A -- a big screen -- By projecting a picture on end side convergence cross-section 5A of the optical fiber 5 which these big screens optical-fiber display

plate 6 comes to arrange the big screen optical-fiber display plate 6 in a store, and the big screen optical-fiber display plate 6 of a store outer wall -- real time -- or \*\* also has a simultaneous picture projected by time sharing

[0018]

[Effect of the Invention] this invention was described above -- like -- a photography information -- real time -- or an inclusion information -- time sharing -- proper -- the top of selection -- a projector -- high power -- The picture and nothing \*\*\*\*\* of a high resolution and high fidelity are made to project on the convergence cross section of the optical fiber in which \*\* does not have the risk of dielectric failure, a sheet, etc. greatly [ transmitting capacity ], either. In order to make it project after each optical-fiber other end side is arranged by the big screen optical-fiber display plate so that it may correspond to this projected picture, While it projects with a faithful picture with the degree of high solution from a big screen optical-fiber display plate and presence is raised remarkably Plan goods, a service and a show, an event, etc. cover in detail, and are recognized. the consumer who does distributed traffic into \*\*\*\*\* , and the most potential consumer who divide, and come and go the outside of a store -- a big screen and conjointly high visibility -- with, it is recognized, and purchase desire is stimulated strongly and can also advertize efficiently with about [ that \*\*\*\*\* is raised remarkably ] and a control unit In addition, since each of an optical fiber is arranged by the big screen optical-fiber display plate so that a photography information and an inclusion information may be converted into a video signal with a projector in this invention, it may be made to project on an optical-fiber convergence cross section and it may correspond to this projected picture, When there is no distorsion of projected image etc., it can project as a faithful picture and a gray \*\*\*\*\* index type optical fiber is especially used also with a very big big screen optical-fiber display plate, it becomes possible to also make it project with the picture of the convex lens effect, conjointly higher resolution, and fidelity. furthermore, the optical-fiber [ itself ] \*\*\*\*\* -- the feature of many, -- it is lightweight, in order for the other end side of this optical fiber to be arranged by the big screen optical-fiber display plate and to make a direct picture project, the big screen optical-fiber display plate of \*\* itself is lightweight, and it is formed in \*\*\*\*\* , and an installation can make very easily, electric power expenses of \*\* are few and a maintenance can make it cheaply -- -- possession -- it can be called the high advertisement technique and advertisement equipment of collection \*\*\*\*

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[Translation done.]

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CLAIMS

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[Claim(s)]

[Claim 1] Photography informations, such as the goods in a store, a service and the exhibition status, a show, and an event, on real time Or the inclusion information recorded beforehand is inputted into a projector by time sharing. It projects on the optical-fiber convergence cross section in which the other end side was arranged by the big screen optical-fiber display plate the top. the picture and voice of high power \*\*\*\*\* and fidelity -- nothing slack -- The advertisement technique characterized by stimulating purchase desire of the inside of projecting \*\*\*\*\* and a store and the consumer outside a store with the picture and voice which are simultaneously full of the big screen optical-fiber display plate formed in the every place in store, and store outer wall at high visibility and high \*\*\*\*\*, with raising \*\*\*\*\*.

[Claim 2] You connect with a control unit and the video camera made to project a photography information on real time and the inclusion file on which the inclusion information recorded beforehand was recorded make it input into a projector after choosing an information suitably with a \*\*\*\* control unit. By high power, suitably, make the end side convergence cross section of a most DETAILED DESCRIPTION or contract to a scale factor, and \*\*\*\*\*, a faithful color tone and nothing [ an audio picture a ], and \*\* also project this picture on it. Advertisement equipment characterized by being arranged and becoming so that it may project corresponding to the picture which \*\*s, and by which the other end side of an optical fiber was projected on this convergence cross section at the big screen optical-fiber display plate.

[Claim 3] the picture projected on an optical-fiber convergence cross section with a projector projects with two or more pictures -- having -- \*\* -- the advertising equipment according to claim 2 with which each big screen optical-fiber display plate comes to arrange the optical fiber which forms the convergence cross section corresponding to two or more of these picture sides

[Claim 4] Advertisement equipment according to claim 2 which the optical fibers arranged by the specific picture point of the picture projected on an optical-fiber convergence cross section with a projector and the point of each big screen optical-fiber display plate projecting [ specific picture ] gather, and it comes to connect.

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[Translation done.]

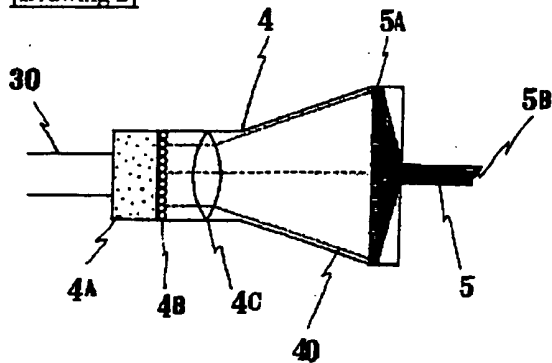
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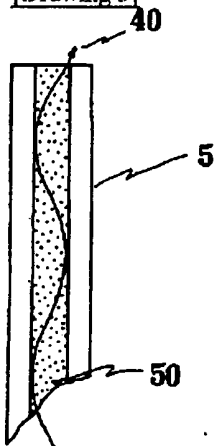
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DRAWINGS

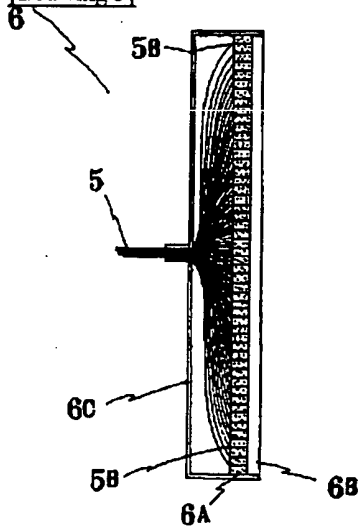
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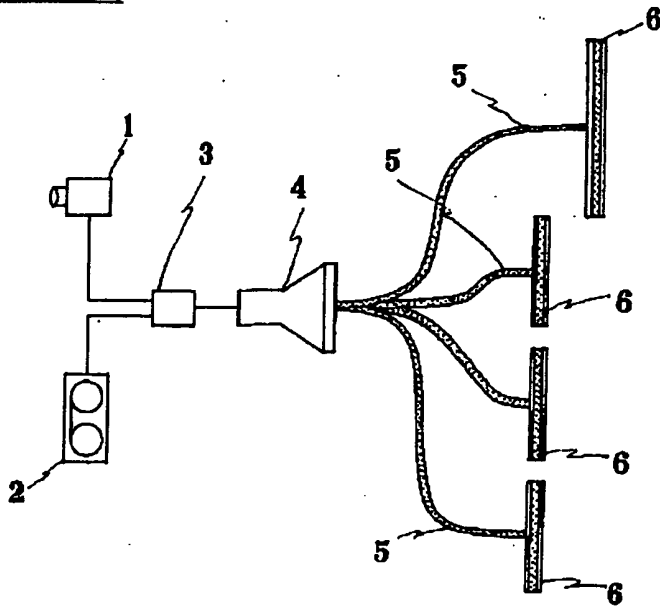
[Drawing 3]



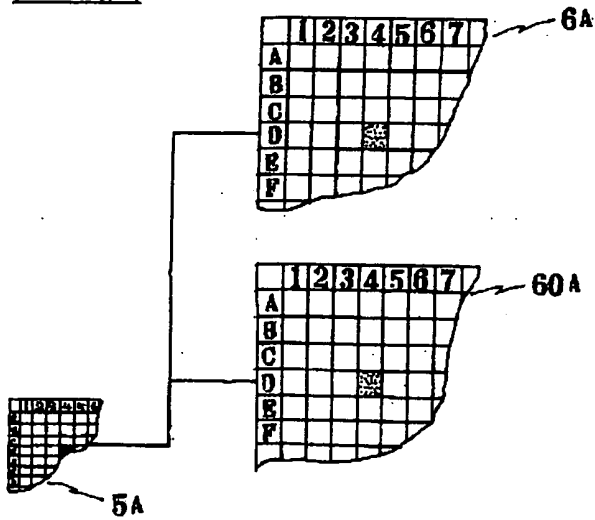
[Drawing 5]



[Drawing 1]



[Drawing 4]



[Drawing 6]

